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ILLUSTRATED ADVERTISEMENTS.

Improvements in the engraver's art and the wonderful increase of newspaper advertising are the principal causes of the prevalence of illustrated advertisements: the first enabling the advertiser to secure suitable illustrations at a comparatively trifling cost; the second, compelling him to adopt some means of attracting attention to his advertisement among hundreds of others equally attractive.

"A good illustration explains more than a long explanation" and is, moreover, a first-class medium for attracting attention to an advertisement.



A "good illustration" for a newspaper advertisement must not aim at excellence in *chiaro-oscuro*. It must not exhibit any very remarkable artistic work beyond what may be produced by bold strokes; indeed it is probable that if the detail of the engraving is of a high standard of excellence the picture produced will be totally unfit for publication in newspapers like the great dailies of New York or the ordinary

country weeklies. Why? Because a fine engraving is unsuited for the poor quality of ink and paper and the hasty press-work which are the attributes of the average newspaper.

Here, for example, is what was originally a fairly good engraving of a bull's head.



This illustration, if the above blur may be dignified by the title, is an exact reproduction of the pictorial portion of an advertisement regularly appearing in a weekly newspaper of the average grade of presswork, ink and paper. In its present state it is not a specially "attractive" feature; but it serves to show the folly of using finely shaded engravings in newspapers—and in this sense may still be termed an "illustration."

For newspaper illustrations outline engravings are what are required. The successful and most experienced advertisers employ them, and of late the publishers of daily newspapers when occasion demands it, resort to the outline illustrations with happy results. The accompanying design demonstrates that a few firm lines depicting an object in the barest outline is the most effective. In short, the simpler the illustration is, the fewer lines used in its construction; the more distinctly will it print; the more satisfactory will be its appearance.

HOW MANY?

The periodical publications now issued in the United States and Canada are found to be divided as follows :

Daily, 1,512 ; tri-weekly, 50 ; semi-weekly, 194 ; weekly, 12,322 ; bi-weekly, 67 ; semi-monthly, 239 ; monthly, 1,792 ; bi-monthly, 25 ; quarterly, 109 ; making a total of 16,310.

When credited to the States in which they are published, the geographical distribution of these periodicals is shown to be :

New York, 1,636 ; Pennsylvania, 1,169 ; Illinois, 1,157 ; Ohio, 940 ; Kansas, 807 ; Iowa, 787 ; Dominion of Canada, 755 ; Missouri, 674 ; the Territories, 661 ; Michigan, 632 ; Massachusetts, 614 ; Indiana, 612 ; Nebraska, 521 ; Wisconsin, 484 ; Texas, 468 ; California, 463 ; Minnesota, 371 ; New Jersey, 297 ; Georgia, 242 ; Tennessee, 227 ; Kentucky, 222 ; Virginia, 217 ; Colorado, 215 ; North Carolina, 194 ; Arkansas, 181 ; Maryland, 180 ; Connecticut, 173 ; Alabama, 167 ; Maine, 155 ; Louisiana, 142 ; Mississippi, 139 ; West Virginia, 138 ; Florida, 121 ; New Hampshire, 107 ; Oregon, 105 ; South Carolina, 101 ; Vermont, 69 ; District of Columbia, 54 ; Rhode Island, 52 ; Delaware, 34 ; Nevada, 27.

If it is known how many people there are in the country, how many persons constitute a family, and how many newspapers or periodicals the average family buys ; and if an estimate of the issues of all is found to foot up a number which corresponds, it must be concluded that some approach to accuracy in circulation ratings has been made.

The number of copies of a newspaper which are printed or sold varies with each issue, and therefore cannot be stated with mathematical exactness : yet, if an account is kept of the actual issues for a month, quarter or year, and the total sum divided by the number of issues noted, a correct average issue will be obtained for the time noted.

On such a system as that above indicated, Geo. P. Rowell & Co. have for more than twenty years endeavored to ascertain and report the actual issues of American newspapers.

From the facts which they have gathered they conclude that out of the 16,310 publications issued, 11,511 or more than two-thirds of the whole do not issue so many as a thousand copies each.

A careful compilation of the circulation ratings of the 16,310 publications, as given by them in the "American Newspaper Directory," shows the sum of the number of copies issued by each of the 16,310 publications in a single issue to be 29,830,500 copies, of which 16,921,750 copies are the issues of the weekly papers for a single week, and 4,749,500 of the daily press for a single day.

The same compilation carried further shows that the 84 papers which are rated as printing more than fifty thousand copies each, each issue, have a total output of 7,050,000 copies ; that 7,695,000 issues may be obtained by using the 434 additional publications which are rated between ten and fifty thousand copies each issue ; and that a third class of publications, rated between two and ten thousand, numbers 2,175 papers and has a total output of 7,355,000 copies for a single issue : thus leaving for a fourth and last class of 13,617 papers, of which each one issues from one hundred to two thousand copies, the whole having a total output of only 7,730,500 copies.

From the above it would appear that to reach one-fourth of all American newspaper readers of the United States and Canada it is necessary to use but 84 publications ; to reach one-half, 518 publications must be used ; by using 2,693 three-fourths of the buyers of newspapers may be appealed to, but that to reach the other fourth it will be necessary to address them through 13,617 different periodical publications.

A consideration of these facts makes it plain that papers of small issue cannot hope to compete in the price for advertising space in proportion to circulation. With the former, the type-setting is an important factor, while with the paper of largest issue type-setting goes for nothing and advertising space counts for everything.

The total editions of newspapers issued in each State and in Canada is found to be as follows : New York, 7,653,750 copies, each issue ; Pennsylvania, 3,303,750 ; Illinois, 2,367,500 ; Ohio, 2,051,250 ; Massachusetts, 1,958,500 ; Canada, 1,292,500 ; Missouri, 1,104,500 ; Maine, 995,750 ; Michigan, 775,500 ; Iowa, 659,750 ; Indiana, 640,000 ; California, 602,750 ; Wisconsin, 532,500 ; Kansas, 478,000 ; Minnesota, 466,250 ; Kentucky, 427,000 ; Texas, 398,500 ; Territories, 349,000 ; Nebraska, 345,750 ; Georgia,

339,000; Connecticut, 315,500; New Jersey, 314,750; Maryland, 292,500; Tennessee, 279,000; District of Columbia, 228,250; Virginia, 188,250; Colorado, 148,750; Louisiana, 141,750; New Hampshire, 137,250; Vermont, 126,000; North Carolina, 120,250; Rhode Island, 116,250; Alabama, 112,000; Oregon, 110,500; Arkansas, 104,750; West Virginia, 90,000; South Carolina, 82,500; Florida, 66,250; Mississippi, 63,500; Delaware, 39,750; Nevada, 11,250; total, 29,830,500. It thus appears that New York prints more than a quarter of all the periodicals which are sold, and Pennsylvania, Illinois and Ohio print more than another quarter of all; and in combined circulation exceed by a few copies the editions emanating from the Empire State.

The average circulations of the periodicals issued in each geographical division is found to be as follows: Alabama, 670; Arkansas, 578; California, 1,301; Colorado, 691; Connecticut, 1,823; Delaware, 1,169; District of Columbia, 4,226; Florida, 547; Georgia, 1,400; Illinois, 2,046; Indiana, 1,045; Iowa, 838; Kansas, 592; Kentucky, 1,923; Louisiana, 998; Maine, 6,424; Maryland, 1,625; Massachusetts, 3,189; Michigan, 1,227; Minnesota, 1,256; Mississippi, 456; Missouri, 1,639; Nebraska, 663; Nevada, 416; New Hampshire, 1,282; New Jersey, 1,059; New York, 4,685; North Carolina, 619; Ohio, 2,182; Oregon, 1,052; Pennsylvania, 2,826; Rhode Island, 2,235; South Carolina, 816; Tennessee, 1,229; Texas, 851; Vermont, 1,826; Virginia, 867; West Virginia, 652; Wisconsin, 1,100; Territories, 527; and Canada, 1,711.

The total number of papers issued in a year is ascertained by multiplying the number of each sort found to be put forth at a single issue by the number of issues put forth in a year, and the result is as follows:

Daily, - - -	1,481,844,000
Weekly, - - -	879,931,000
Monthly, - - -	78,441,000
Semi-Monthly, - - -	24,936,000
Semi-Weekly, - - -	22,490,000
Tri-Weekly, - - -	6,045,000
Bi-Weekly, - - -	2,697,500
Quarterly, - - -	758,000
Bi-Monthly, - - -	211,500

Total, - - - 2,497,354,000

The number of publications having

circulations exceeding 25,000 copies is only 168, and these are distributed as follows: New York, 66; Pennsylvania, 21; Ohio, 15; Massachusetts, 13; Illinois, 11; Maine, 11; Canada, 6; Michigan, 4; California, 3; Missouri, 3; District of Columbia, 2; Kentucky, 2; Wisconsin, 2; Connecticut, 1; Georgia, 1; Indiana, 1; Iowa, 1; Minnesota, 1; Nebraska, 1; New Hampshire, 1; New Jersey, 1; Vermont, 1.

Nevada is credited with no paper issuing so many as 2,000 copies. Mississippi fails to get credit for a paper issuing 4,000 copies. Florida and North Carolina are without any paper credited with issuing so much as 5,000 copies. In neither Arkansas, Delaware, West Virginia or any of the Territories is a paper credited with so much as 7,500 copies. Neither Kansas nor South Carolina gets credit for so much as 10,000 copies; or Colorado or Virginia for so much as 12,500. Oregon and Tennessee each issue a single publication credited with more than 20,000 readers, and Maryland, Rhode Island and Texas have one publication each credited with issuing more than 22,500 copies.

Although the average edition of daily papers is more than three thousand (3,141), only 313 dailies are rated above 3,000 and 1,199 are rated below; 660 dailies are rated as issuing less than a thousand copies and 259 as having not to exceed 500 regular issues.

No tri-weekly publication in the United States is credited with so many as 2,500 subscribers.

It is believed that the United States and Canada have a total of rather more than 65,000,000 of people, and that allowing the usual estimate of 5 persons to a family, it may be presumed that the actual number of families may be set down at 13,000,000. We now desire to consider the question: How many Newspapers, daily, weekly, monthly, religious, story or magazine does the average family take? Some take many; many take none. Are there as many who take four separate daily, religious, agricultural or other papers or monthly magazines, as there are who take no paper at all. The total number of publications issued is found to be sufficient to give two subscriptions to every family and leave a handsome surplus for exchanges, waste, etc.

It is asserted that although the rat-

ings given in the Directory are high enough to admit of giving to every family nearly two hundred periodicals of some sort every year, yet these ratings are from 50 to 100 per cent. smaller than in any of the hand-books issued by advertising agencies.

The publisher of no other book of newspaper circulation ratings has yet offered a reward to have an over-statement pointed out.

WHAT HIS EXPERIENCE TAUGHT HIM.

Messrs. GEO. P. ROWELL & Co.,
New York:

"At the commencement of our business we made our contracts with the papers of our own State, because we were personally acquainted with many of the publishers. We now, however, say unhesitatingly that any future contracts we may have to make will be presented through you; for we find that you can place our advertising better and cheaper than we can do it."—*Extract from a letter.*

"LESS THAN COST."—When Mr. Wannamaker gets an overstock of goods on his shelves he unloads them at a dead loss, by piling them up on one of his many bargain counters and selling them off at about half-cost price—or more. Whenever a Philadelphia lady wants to buy six yards of sheeting, or two yards of ruching, or a half a dozen pocket handkerchiefs, she hies straight for Mr. Wannamaker's bargain counters. If she doesn't find what she wants there she waits a week or two and tries again. Sooner or later she succeeds in finding the coveted article and is happy. Now, several years ago Mr. Wannamaker got an overstock of postage stamps and postal cards on hand. He had more than he could use in his large correspondence and they kept accumulating day after day. So he put them on his bargain counter and had a sign painted which read as follows:

Six	2 cent Postage Stamps for	10c.
Four	3 do. do. do. do.	10c.
Twelve	1 do. do. do. do.	10c.
Twelve	Postal Cards	do. 10c.

Of course, there was a rush for that counter, and the news spread throughout all Philadelphia. Hundreds of women living several miles from Mr. Wannamaker's Grand Depot spent two car fares and three or four hours' time getting there to buy ten cents' worth of the stamps, and so save, of course, two cents. It is such thrift as this that has

made Philadelphia the solid, wealthy, capitalistic old town that it is.—*N. Y. Evening Sun*, Nov. 19, 1888.

THE AGENT'S VIEW.

A letter to a large advertiser who is amply responsible and has an established credit with the Newspapers:

NEW YORK, November 15, 1888.

Your letter of 13th indicates that you have read our statements intended to make plain our methods of placing advertising: and that you understand them.

With your established credit, and your many years' experience in placing your own business, we think it probable that you can place your advertising by dealing direct with publishers at as low a net cost to yourselves as we could place it for you—*provided you count as nothing the cost of making the contracts, watching the fulfillment of them, and the detail of settling with many principals instead of one.*

Without doubt the practice which we agents used to indulge in (and still do to some extent) of so freely making estimates for advertisers and even asking permission to do so, has had a tendency to aid advertisers in placing business by direct contract.

The estimates not only serve to give the advertiser (without cost) the opinion of experts as to prices at which it will be reasonable to expect to secure contracts, but it enables him to use as an effective weapon with a publisher the statement that: "Your agents offered to do this work for me for ——— dollars, and from that price would have expected a commission! Why not do the work for me at a concession from that price and save the commission, or a part of it?"

By this means the agent is made a tool in the hands of the advertiser, to be used to his own (the agent's) disadvantage.

Such a use quite naturally creates an antagonism on the part of the publisher toward the agent.

We do not know that the application of yours to us for an estimate was a case in point, but by referring again to the correspondence we note the following:

In your letter of September 19th you ask: "What rates can you make us on the inclosed list of papers for a 4-inch s. c. advertisement, every day; or an 8-inch advertisement, every other day. An early reply will greatly oblige."

Having no reason to suppose that the application was not made in good faith and with a full knowledge of our business methods, we made the estimate.

A few weeks later we received your letter of October 11th, in which you say: "When we submitted you our list, we did the same with other advertising agencies. Our object is to place this list with the lowest responsible bidder."

Now, if this information had been contained in the first letter we should have made no estimate, because, for reasons set forth at length in our publications, we find that a refusal to enter into competition increases our power to serve the customers we already have; but, having already made for you the estimate asked for, we wrote again, explained our position and awaited with interest the next stage of progress.

To-day we have your letter of November

13th, in which you say: "We have placed our business direct for the last two years with satisfaction. We thank you for your prompt estimate, and should be pleased to place business did we think your plan would be more satisfactory than ours of placing it direct."

We think it must be moderately plain to you that had you, in your first letter (Sept. 10th) conveyed the information which that of October 11th or November 13th contained, we should have been saved all labor of estimating and of correspondence: for it is our opinion that:

"It is the business of an advertising agent to create new business: to induce new men to advertise: to induce those who are advertising a little to advertise more. An advertising agent of good standing, one who understands his own interest best, will not undertake to secure patronage which an advertiser is already placing direct with the publisher, or from an advertiser who is already dealing with an agent with whom he is satisfied."

Please do not consider all this as an unneeded comment upon your business methods. We really have no disposition to criticise them, and your last letter does not, in fact, need any reply. Probably you did not expect any. Our only reason for writing so much at length is because the case is a good illustrative one, and wishing to make it into a sort of explanatory circular to be used in similar cases, we believed that we ought to at least send you a copy.

GEO. P. ROWELL & Co.

P. S.—We still have hope of being, at no distant day, intrusted with the placing of your advertising.

THE VALUE OF COUNTRY NEWSPAPERS AS ADVERTISING MEDIUMS.

Opinion of an experienced advertiser:

Messrs. GEO. P. ROWELL & Co.:

After an experience of twenty-three years as advertiser in many newspapers, it is our opinion that the same amount expended for an advertisement in a large number of country weekly papers pays much better than in a small number of city daily and weekly newspapers, *i. e.*, the aggregate circulation being the same. Our reasons for this opinion are that the country weekly is read thoroughly, and to a certain extent the matter in the advertisement is believed almost as much as the editorial articles, while the city dailies and weeklies are not read thoroughly, and the advertisements are known to be advertisements and nothing more. Furthermore, the country newspapers are generally preserved for future reference, while the city newspapers once read are seldom referred to afterward. And as regards "Patent Medicines" (so-called) it is an undoubted fact that the country people consume the greater portion of those manufactured.

P. S.—We also believe in constant and persistent advertising. When your advertisements are discontinued it is like a merchant removing and leaving no notice of his new location.

WHY IS THIS?

LAKE COUNTY CALL (Weekly).

LIBERTYVILLE, ILL.

"I have found by counting my bundles of ready prints at different times that they always overrun from 25 to as high as 150. This week's bundle overruns 75 copies."—*Extract from letter of November 15th, 1888.*

A DECISION OF IMPORTANCE TO ADVERTISERS.



A novel and important case involving the right of advertisers in newspapers to use fanciful symbols or designs to identify their business advertisements was tried before Judge Patterson at the October Special Term of the Supreme Court, and has just been decided. Mr. Jere. Johnson, Jr., who has several real estate offices in this city and Brooklyn, and does a large business in lots at auction and on the instalment plan at private sale, has for some years headed his advertisements with a flag having an upper and lower border studded with stars. He also used the flag as a sign on the windows or doors of his various offices. Mr. Benjamin W. Hitchcock, a real estate dealer in Chambers street, last spring commenced to publish advertisements in the daily papers, in which he displayed a print of a flag which was like Johnson's in having the upper and lower border studded with stars, but was unlike it in some other respects. Mr. Johnson, by his counsel, J. Tredwell Richards of No. 32 Nassau street, brought suit to enjoin Hitchcock from using the flag, and Judge Patterson has now decided that Johnson is entitled to be protected in the use of his sign in advertisements, and that Hitchcock must be enjoined from using a similar device.—*N. Y. Star*, Nov. 17, 1888.

ONE of the most successful advertisers, a man who uniformly made advertising pay, had a practice of bargaining for a half-inch of blank space above the first line of his advertised announcements. It is truly remarkable how persistently an advertisement so set catches the eye which glances over the page where it appears.

A WORD TO THE WISE.—"There's nothing to be got now-a-days, unless thou canst fish for't."—*Pericles*.

WHAT IS YOUR CIRCULATION?

Below are observations on the subject of newspaper circulation taken from the three different standpoints occupied: (1st) by a newspaper publisher; (2nd) by an advertiser; (3rd) by an advertising agency:

A PUBLISHER'S VIEW.

THE INDEPENDENT,
251 BROADWAY, NEW YORK. }
Nov. 20, 1888. }

Messrs. GEO. P. ROWELL & CO.,
10 Spruce St., City.

Gentlemen: Herewith at your request we hand you report for 1889 edition of the American Newspaper Directory. In regard to circulation, we stand just where we have for twenty years past, namely—we absolutely decline to state circulation. Perhaps you may gather our reason for refusing to state circulation from the following incident:

A newspaper asked us recently to make an estimate on the cost of doing their printing and mailing. They stated to us that their circulation was 4,500 copies weekly. In N. W. Ayer & Son's Annual, the circulation is stated as given to it by the publishers at 25,000 copies. Your Directory for 1886 states their circulation to be upwards of 10,000 copies.

We cannot compete in lying, with not only the secular, but the religious press.

Very truly yours, THE INDEPENDENT,
(CHANDLER.)

AN ADVERTISER'S VIEW.

A large advertiser has published the following statement:

If papers generally gave exact statements of circulation, we have not the slightest doubt but that they would serve their own interests. To-day, we believe it a substantial fact, that the circulation of a paper declining to give exact information of the number printed, is generally discounted by advertisers, to a point below its actual class.

It is a fact that the papers whose circulation is fairly uncovered and practically proved, get more advertising patronage than others.

In the near future papers of unknown circulation will secure but a moderate amount of general advertising patronage as compared with those of known circulation.

A short time since we were conversing with a bright leading advertiser in relation to the circulation of a well-known journal. He said "the paper states in a general way, in a circular, that it has 50,000 circulation, but will not offer proof of any nature that it has 25,000; now I know it has not 25,000; if I felt really sure that it would average 15,000 I could pay the price asked."

AN AGENT'S VIEW.

The following are extracts from the preface of the last issue of the American Newspaper Directory:

"Many publishers of respectable and high-class journals, in reply to an inquiry 'Why don't you make a statement of what your actual issue is?' answer plainly and truthfully, 'Because people think that we print more than we do. If we make any statement we

shall tell the truth: we prefer therefore to make none.'

"Circulation is by no means the only element of newspaper value: but because one copy of a paper is worth five times as much as one copy of a neighbor's paper, that is no reason why it should not be told how many are actually printed, for although the advertiser may concur on the question of comparative value, he may conclude, from the reticence he discovers, that the other paper issues ten times as many, and is consequently worth twice as much; while the fact may be that the disparity between the two issues is nothing like so great as he supposes."

"The opinion that publishers habitually make statements of circulation which facts will not verify is said to be one commonly held; but the experience of preparing the Directory for twenty years teaches that the truth of the assertion to that effect is more apparent than real. It may have been noticed by those who carefully observe such matters, that it is not common for the ordinary publisher to make a statement of his actual edition which can be called definite. When he does meet the question squarely he may almost always be relied upon to tell the absolute truth."

Those who take so much interest as to lead them to carefully examine this edition (the American Newspaper Directory for 1888) will find fully a thousand papers marked with the three asterisks (***) and so much confidence do we repose in the accuracy of the statements upon which these ratings are based that we have decided to offer one hundred dollars reward for each paper so marked, which shall be shown to us, by such evidence as would be conclusive in a court of law, to have secured the rating by an untruthful report. This is staking a hundred thousand dollars on our belief in the good faith of those publishers who know and are willing to tell with accuracy and in detail the actual editions which they print.

In evidence that the confidence above expressed is not misplaced, it may be stated that out of the more than one thousand statements so relied upon only one, that of the Waukegan, Ill., *Gazette*, has been successfully assailed.

A RATIONALE OF ADVERTISING.

Advertising is an expedient for obtaining business by no means generally practised. Many tradesmen are deterred by the expense; some have no faith in its efficacy; others think it a mark of second-rate status in business, and therefore more apt to be injurious than otherwise. On the other hand, some tradesmen make a system of advertising, planting every kind of periodical from the daily newspaper to the quarterly review, with specifications of their anxiety to serve the public and of the merits of the articles in which they deal, and evidently spending a considerable sum of money yearly in this way. The unconcerned reader and the less

acute tradesman, struck with the frequency of these appeals for business, are apt to suppose that he who makes them must be less under the influence of wisdom than of folly, and a good deal of a pretender or a quack into the bargain. They may even be a class who make a principle of disbelieving and disregarding all such appeals, and, like the Irishman, when much entreated to come, the more they won't come. Yet the regular discharge of advertisements keeps up nevertheless, and the trader must evidently find it serviceable upon the whole.

It may be worth while to communicate to young tradesmen the ideas of an old one on the subject. They are simply and briefly as follows: The first utility of frequent and regular advertising consists in this: there is at all times a large class of persons, both in country and town, who have no fixed place for the purchase of certain necessary articles, and are ready to be swayed and drawn towards any particular place which is earnestly brought under their notice. Indifferent to all, they yield without hesitation to the first who asks. Then, in the country, a considerable number of persons who wish a supply of the article advertised and do not know of any particular place where it is to be got, being thus furnished with the address of a person who can supply them, naturally open a communication with that address which perhaps leads to much ulterior business. People in the country are also liable to be favorably impressed by a frequent sight of a name in the newspapers. The advertising party acquires distinction in their eyes, and thus they are lead, in making a choice, to prefer him.

But by far the most important effect of advertising is one of an indirect nature. It conveys the impression that the party—pretending or not pretending, quackish or not quackish—is anxious for business. One who is anxious for business is unavoidably supposed to be an industrious, attentive, civil person who keeps the best of articles at the cheapest rate, does everything in the neatest and most tradesmanlike manner, and in general uses every expedient to gratify and attach customers. People like to purchase under those circumstances, and the system of advertising assuring them that such circumstances exist at this particular shop, they select it accordingly.

Such are the opinions of the old

tradesman alluded to, and they are certainly supported by fact; for wherever an extensive and regular system of advertising is practised, and no back-drawing or unconquerable circumstances exist, it is usually seen to be attended with a considerable share of success. One feature in the philosophy of the subject must be carefully attended to. A faint and infrequent system of advertising does not succeed, not even in proportion. "Drink deep, or taste not the Pierian spring."—*Chamber's Journal*

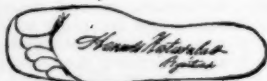
WHY AN IOWA PUBLISHER FAVORS ADVERTISING AGENTS.

KEOKUK, IOWA, NOV. 15, 1888.

"The contracts we make direct with advertisers are much better than the price on the same business would be to the agencies. One reason for this distinction is simply this: We believe that the agencies make general advertisers out of a great many firms: that were it not for the agencies the general advertising would be much less than it is: that to get new men started a rate must be secured that will induce them for trial. We believe that two-thirds of the soap advertisements now running came from agency influence. Therefore it has been our rule to give the agencies choice rates and we know that they get more than value for their customer through our medium.—*Extract from a letter.*

"OF TRANSIENT WORTH."—In the way of advertising, a new device has been hit upon by one of our large dry goods firms. At a small, but conspicuous, stand in the store a neat girl sells postal cards and stamped sheets of paper at less than the face value of the stamps. The postal card is only three-quarters of a cent, and a large sheet of writing paper, made so as to inclose itself by folding, with a two-cent stamp in the corner, is only a cent and a half. These are sold in as small quantities as desired, provided only that the fractional prices multiply into even cents. How does the seller get a recompense? By printing announcements of his goods, with notices of particular bargains and special inducements across the edges of the cards and sheets. By this means he circulates his advertisements at a low cost. I asked him if it paid. "Not directly," he answered. "It attracts momentary attention, sets customers to talking, and is therefore worth doing for a little while; but the only advertising that proves solidly advantageous is that which is done in newspapers of large circulation. We have tried everything, and we have found that advertising in good journals invariably pays, while these odd devices are only of transient worth."—*N. Y. Sun.*

A WELL-CONSTRUCTED AD-
VERTISEMENT.



A SOLID REPUTATION.

The Hanan Shoes have a great reputation because the makers have persistently maintained the high standard of their work, and have trusted the shoes to make their own friends. Good quality and a perfect fit are strong arguments in a shoe.

HANAN & SON.

AT RETAIL,
397½ BROADWAY, NEW YORK,
Between Mondo and Duane sts.
345 FULTON ST., BROOKLYN,
Opposite City Hall.

Our shoes can be obtained from our Agents in the principal cities of the United States. A postal card addressed to us will put them within your reach.

The above is reproduced because it is a good advertisement. It tells the story, both in illustration and text. It does not tell too much.

It is an artistically constructed advertisement.

Observe how much more conspicuous it is than it would be if the lines were longer and there were more of them, so that all the space between the rules was filled.

A border of white space always makes an advertisement conspicuous. An advertisement of shoes, well constructed, well written and well set up, cannot fail to incline the observer to a belief that the shoes advertised will be well made, look well and wear well.

COMPARISONS.

The Detroit *Evening News* has prepared a table exhibiting the circulation of various well-known papers, the population of the locality in which they are published and the ratio of their circulation compared to population. It estimates that one in every ten persons in New York and Brooklyn read the New

York *World* and credits that paper with a circulation of 250,000 copies. The circulation of the Chicago *News* is placed at 166,000 copies, indicating that one in every six of the 1,000,000 inhabitants of Chicago are readers of the *News*. Of the 1,000,000 inhabitants of Philadelphia, 111,000 are patrons of the Philadelphia *Record*; the ratio being one to nine. The population of Boston is estimated at 600,000, the circulation of the Boston *Herald* at 120,000, the ratio at one to five. The combined population of Pittsburgh and Allegheny City is stated to be 300,000; the Pittsburgh *Dispatch* is read by one-eleventh of these, or 27,000 persons. The Buffalo *Evening News* is patronized by 30,000 of the 240,000 inhabitants of Buffalo, or by one of every eight persons. The *Press*, of Cleveland, circulates 40,000 copies, in a city of 240,000 inhabitants, its ratio being as one to six. Having thus disposed of its contemporaries the Detroit *Evening News* informs us that its own circulation is 45,000 copies, and that its purchasers number one-fifth of the 225,000 people that populate Detroit.

PREFERRED NEWSPAPERS.

Geo. P. Rowell & Co., publish what they call a Preferred List of Newspapers, and among other comments upon it say in their catalogue:

"We advise our advertising patrons that it will be well to generally confine their advertisements to papers selected from this catalogue unless there are CONCLUSIVE reasons for wishing to use others.

"Every place having so large a population as 5,000, and every county seat having a population of so much as 3,000, is here represented if it has a newspaper printing so many as a thousand copies a week.

"Every Religious, Agricultural or other Class weekly having a regular issue of so many as ten thousand copies; and every monthly 'Class publication' having a regular issue of more than twenty thousand copies will be found to have a place in this catalogue.

"It has been the aim to name the best paper in every place; the catalogue includes all the greatest and all the best."

To decide which paper shall have a place on this list in a town not large enough to call for more than one has often been found difficult. One paper may be older, or better printed, or have a larger or more select advertising patronage than the other; a younger and more pushing rival, which has already secured a larger sale, and bids fair to eventually control the field.

The following extract from a letter

written by a publisher states the case *AN ANECDOTE OF ADVERTISING.*
very well:

— N. J., Nov. 30th, 1888.

This office would feel more friendly toward your agency if we were more justly treated. Our complaint is on account of your "preferred lists," in which you include another paper in this town, and then add:

"We advise our advertising patrons that it will be well to generally confine their advertisements to papers selected from this catalogue, unless there are CONCLUSIVE reasons for wishing to use others."

An examination of the two papers will show which receives the best patronage where they are best known—locally, and this in spite of the fact that our rates are fully as high as those of the other paper, and we have never taken affidavits of circulation.

The mistake your agency makes is in basing the value of a paper as an advertising medium on the number of copies printed. Of course in a general list this is all that can be done, but when you issue special lists and advise your customers to use them, you should take other things into consideration.

This we think you have neglected to do in our case.

It is evident that in such a case as this the advertiser would have "conclusive reasons for wishing to use" both papers.

The Preferred List is what it purports to be; it is not a complete directory; it is a selection—not perfect, but as good as fallible man can make; and vastly useful to advertisers, notwithstanding its imperfections.

THE Evening Star, the only evening paper published in Washington, D. C., has increased in size from a four to an eight-page paper. The *Star* is a peculiar paper in some respects, but its peculiarities are rather commendable than otherwise. Its increased size shows that it is appreciated by its advertising patrons and its nearly 30,000 readers.

BITTER WORDS.—We have been long surprised that disputes between rival journalists over comparative circulation have not ended in bloodshed. There is no subject, human or divine, which so thoroughly stirs the journalistic blood, or so thoroughly rouses the worst passions of the journalistic nature. Many a journalist who will bear the most loathsome imputations on his character with calm or indifference, will be lashed into uncontrollable fury by a rival's insinuation that his circulation is small or decreasing. And when an angry journalist wishes to say a peculiarly bitter thing to a hostile contemporary, something that he will surely feel like a wound, he is apt to intimate that if the world knew how small his circulation was they would be astonished.—*New York Evening Post*, Nov. 15.

Never tell anything but the truth in your advertisements. Never make a single statement in print that you are not prepared to back up to the last degree. By adhering to this rule you will gain the confidence of the public, and your business will grow accordingly. If you are to surprise your customers let it always be by giving them more or better goods than expected for their money. The man who reads an extravagant advertisement and is deceived by it will not be likely to pay any further attention to advertisements—from that house. The reason for this is that he has lost confidence in the statements made by the advertiser. He was deceived once and he expects to be deceived again.

I once knew of a New York jeweler who inserted a full-page advertisement in a prominent magazine for one time. He advertised a gold thimble, and paid something over two hundred dollars for the insertion of the advertisement. He filled the entire page with a description of the thimble, giving all the details of its manufacture, describing its great beauty, the purity of the metal, which entered into its composition, and the elegant little case in which each thimble was packed. The advertisement concluded with an offer to send one of the thimbles to any lady reader of that magazine, at any time within thirty days, on receipt of one dollar. This offer was made, according to the advertisement, for the sole purpose of introducing these elegant thimbles to the public, and at a great loss to the advertiser. Within the prescribed thirty days the advertiser had sold one thousand seven hundred thimbles at one dollar each. Every purchaser was grossly deceived. The thimble was not gold, but merely a cheap imitation. The jeweler having reaped such a rich harvest in this instance, decided to insert another advertisement of jewelry in a later issue of the same magazine. The gross sales from the second advertisement did not, however, amount to fifty dollars. Seventeen hundred lady readers of that magazine had been once deceived by the statements in this man's advertisement and the result was they wanted nothing more to do with him.—*The Art of Advertising.*

DECEPTIVE ADVERTISER.—His deeds do not agree with his words.—*Cicero.*

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

CHAS. L. BENJAMIN,

EDITOR.

GEO. P. ROWELL & CO.,

PUBLISHERS.

PRINTERS' INK is issued on the first and fifteenth of each month. Terms, post-paid, One Dollar a year, in advance; single copies, Five Cents.

ADVERTISING RATES:

25	Cents a Line.
25	Dollars a Page.
15	" 1/2 "
10	" 1/4 "

Office: No. 10 Spruce St., New York.

NEW YORK, DECEMBER 1, 1888.

The actual average issue of "Printers' Ink" since its establishment in July has been over \$300. The edition for each number has been as follows:

July 15.....	7,600
August 1.....	6,300
August 15.....	6,300
September 1.....	6,500
September 15.....	19,500
October 1.....	6,200
October 15.....	6,200
November 1.....	6,200
November 15.....	10,320
Total.....	75,120

NOTHING but absolute "dumb luck" can compensate for want of skill, knowledge and experience in advertising, and those not willing to trust to blind chance should either avail themselves of experienced counsels or apply *Punch's* advisory formula, "Don't," to their advertising projects.

ADVERTISEMENTS, no whit less than the stage, "hold the mirror up to nature." It would be impossible to describe or comment upon the social life of a modern epoch, accurately or intelligently, without a study of the advertising columns of the journals of that epoch. Those who undertake such a study for the purpose of having something to say about advertising are soon forcibly struck with the strong and penetrating light that advertisements throw upon contemporary life, "itemizing," as Addison puts it, (*vide* PRINTERS' INK, No. 5, page 119,) "the news of the little world."

Most newspapers have a price at which unobjectionable paid matter will be inserted in the reading columns. It is a higher price than is charged for advertisements. But most papers will set advertisements in such type as an advertiser desires. Consequently most papers will set an advertisement in reading matter type if the advertiser wishes it. Few publishers will decline a request to insert an advertisement, which occupies considerable space, next to or following reading matter. Consequently an advertisement so set and so placed becomes *practically* reading matter, although it is put in at the price of ordinary advertising. This is done by papers which uniformly sustain prices. Thus does the able advertiser circumvent the trusting newspaper man.

It is better to put the same advertisement once in five hundred newspapers, if of universal interest, than to put it five hundred times in one newspaper of the same average grade. In the first case its freshness remains unimpaired; no matter how wide its distribution; in the last, it is only by a miraculous chance that it remains fresh to a single reader to the end, while to the great majority of readers it becomes offensive by persistent repetition.

WHEN newspapers stereotype their literary contents and republish them day after day, advertisers may do the same; till then, they were wise to follow the example of the newspaper publishers and bear the expense of constant renewals. The demand for "news" applies as well to the advertising as the literary spaces of a newspaper.

BROTHER BOWEN, of the New York *Independent*, through his counting-room representative, expresses himself as unable to compete with all of the religious press, in certain directions, as specified elsewhere in this issue.

THE NEWSPAPER.—"What is it but a map of busy life, its fluctuations and its vast concerns."—*Cowper*.

HE TOOK THE HINT.

With great gilt letters on his signs
And windows dressed with care and taste,
The merchant said, "My trade declines;
My capital appears misplaced."

A friend who heard him said, "I think
You'd find a change should you invest
Some capital in printers' ink—
The columns of the *Star* are best."

He took the hint, and day by day
Sent to the *Star* a modest "ad,"
And then the trade began to pay
That hitherto had been so bad.

"It's wonderful," the merchant said,
"The magic of the printed line!
Those small black letters widely read,
My gilded signboards far outshine!"
—*Washington Evening Star*.

ADVERTISING AGENTS.

SPECIAL AND GENERAL.

Newspaper publishers are universally of the opinion that he is the best advertising agent who obtains most business and pays highest rates.

Many advertisers are of opinion that he is the best agent who allows the largest percentage of discount from published rates.

How to best satisfy all parties is illustrated by one of the most successful of the special agents: representing that old, reliable and in every respect first-class newspaper, the *Sacramento Record Union*.

The rate-card in use in the home office demands, $\frac{1}{2}$ inch 1 month, run of paper - - - - - \$6
Star (*) Locals 25 cents a line each time.

The rate-card in use in the New York office demands 1 inch 1 month - - - - - 16
Star (*) Notices 30 cents a line.

The rapidity with which advertising and circulation rates increase when a paper has an active, pushing special agent in the field is one of the most interesting phenomena with which advertising agencies become familiar.

Certain it is that for good business, at paying rates, the special agent who represents one paper or a few is much to be preferred to the general agency who admits that his best efforts are put forth for the advertisers' benefit. The latter undertakes to represent all papers, but only to the extent of sending to each such advertisements as are best suited to its peculiar field—and always at the lowest price. Surely every

good newspaper ought to have a special agent in New York; and there is no more active special agent than the genial and smiling Mr. Beckwith.



S. C. BECKWITH, ESQUIRE.

MR. BECKWITH EXPLAINS.

SPECIAL NEWSPAPER ADVERTISING,
S. C. BECKWITH, TRIBUNE BUILDING,
NEW YORK, NOV. 20, 1888.
Messrs. GEO. P. ROWELL & CO.,
10 Spruce St., City.

Gentlemen: I appreciate the courtesy and fairness shown in submitting proof of inclosed article before publishing.

The plain truth, however, is, that which you are pleased to term the "Home Card" and the "New York Card," although a little differently arranged, are intended to be and are identical. For instance, the rate referred to as the "Home Card" reads:

One-half inch, one month, 4th page....	\$6 00
" " " 1st "....	7 00
" " " 3rd "....	8 00
" " " 2nd "....	10 00

While the scale you designate as the "New York Card" reads simply, one inch, one month, \$16, without reference to pages; so you will perceive at a glance that the average price is the same, and for the sake of brevity and condensation, instead of quoting four prices, all different (but only one of which you use, and that the minimum, as best suited to serve the purpose of comparison), the average is taken, and only one price quoted for one inch, one month, and that \$16, or exactly the same as the intermediate price of \$8 for one-half inch, one month.

You might have added with great propriety that in spite of the apparent discrepancy between the two alleged rates (which it will be observed call for different space, one being half-inch and the other one-inch), your agency—than which there is none more skilled or reliable—is prepared to execute all yearly orders on the "home-card" (so-called) basis and allow a still further discount of some 16 2-3 per cent, bringing the price down to an annual instead of monthly basis, or \$10 per inch per month.

Very truly yours,
S. C. BECKWITH.

SKILL IN WRITING ADVERTISEMENTS.—Not only is art shown in knowing a thing, but there is also a certain art in teaching it.—*Cicero*.

NEWS AND NOTES.

Editor David M. Stone's diamonds were among the glories of the Chamber of Commerce dinner at Delmonico's Tuesday evening. Mr. Stone wears three in his shirt front for evening dress, and they are head-lights. They are each half as big as an apricot.—*N. Y. Sun.*

One hundred thousand copies is the edition announced for the December number of the Indianapolis *Agricultural Epitomist*. The issues of January, February, March and April will consist of 75,000 copies each.

THREE of the interesting figures about town in the recent political battle have been Hugh Hastings, George B. McClellan and Thomas Alvord. Mr. Hastings is a nephew of the old Republican Thunderbolt of the *Commercial Advertiser*, Mr. McClellan is the son of the famous "Little Mac," and Mr. Alvord is a son of "Old Salt," at one time the redoubtable Speaker of the Assembly. All are young and fine-looking young men, with intellectual and sagacious heads on their shoulders. They are reporters, and did a good share of the political work for their respective papers, the *World* and the *Herald*. Sixteen hours' driving out of the twenty-four didn't bother them a bit.—*N. Y. Sun.*

SALESMAN WANTED to sell printing inks; must have a knowledge of the business and acquaintance with the trade; to a satisfactory man fair wages will be paid. Address, John A. Eagleson, 140 William st., New York.

PATENTS PROCURED by Charles F. Benjamin, Corcoran Building, Washington, D. C., for \$65, including government fees and drawings. Every specification and amendment revised by himself before filing. Send description, with rough drawing or model, by mail. **Preliminary Advice Free.** Specific advice as to patentability or profitableness, \$5 to \$10, often saving cost of application or useless patent. More money than ever in patents, but invention must be something wanted, and specification, claims and drawings thoroughly prepared.

CUTS for "Ads" or circulars away below New York prices. Write and see. J. A. DOLBY, 929 F St., Washington, D. C.

\$2000—ANY ENERGETIC and capable newspaper man, who has \$2,000 in cash which he is willing to invest in establishing a daily paper in conjunction with an old established weekly in a Connecticut town of 20,000 inhabitants had better write at once to "DAILY," P. O. Box 672, N. Y. City.

On November 7, the day after the election, the Boston *Herald* printed and sold 441,738 copies.

The "American Press Company" is the name of a newly-started newspaper syndicate at Baltimore.

The Detroit *Evening News* has issued an advertisement, in the form of a graduated scale printed in colors, by which it is intended to show that its circulation is larger, in proportion to the inhabitants of Detroit, than that of other papers having a greater actual circulation. It estimates the population of Detroit at 225,000 inhabitants, its own circulation at 45,000 copies, or one paper to every five persons. If these calculations are correct and it be true, as is sometimes stated, that every newspaper is read, on an average, by five persons, then the *Evening News* enjoys the proud distinction of being perused by every man, woman and child in Detroit.

Palmer & Rey have recently established a co-operative list in Los Angeles, Cal. It is called the "Southern Pacific Newspaper Union," and comprises twenty papers.

It is estimated by competent experts that nearly if not quite \$30,000,000 will be spent for newspaper advertising within the United States during the year 1889.

FOR SALE.—Hoe, 4-cylinder rotary press (second hand.) Is in good condition and will be sold very cheap.—REGISTER PUB. CO., New Haven, Conn.

THE MOLINE EVENING DISPATCH is the **Best Circulated** daily in Northwestern Illinois. Moline is the manufacturing centre of the Northwest. As an advertising medium the DISPATCH has **quality as well as quantity.**

MCGLYNN & GROOM, Publishers.

"THE ART OF ADVERTISING: or, How to Make Advertising Pay." Every business man needs it; price 50c. by mail postpaid. J. J. TERRY, Publisher, 79 Milk street, Boston, Mass.

"A GOOD ILLUSTRATION EXPLAINS MORE THAN A LONG EXPLANATION."

Do you want an illustration of the goods you manufacture or sell? We make all classes of cuts for manufactured articles, trade marks, buildings, portraits, advertising, etc. To be short, we can make you a cut of anything you will send us, or send photograph, sketch or copy. Our prices are very low and our facilities are the best. Write and tell us what you want and we will send estimate. H. SENIOR & CO., Wood Engravers, 10 Spruce St., New York.

A MOST USEFUL ADJUNCT TO the Printing Office. The Hughes Stereotype Outfit, manufactured by M. J. Hughes, 10 Spruce St., now on exhibition at the American Institute Fair, 63d St., is attracting no little attention at the hands of printers and publishers. As claimed for it, quick and superior results of almost every description known to stereotyping are obtained, and without the aid of experience or complicated machinery. If not successfully worked by the purchaser, the fault undoubtedly lies with the operator.



Nearly One Million Readers.

METHODIST ADVERTISING.

The publications named below are owned and controlled exclusively by the Western Methodist Book Concern.

Western Christian Advocate, Cincinnati.
Northwestern Christian Advocate, Chicago.
Central Christian Advocate, St. Louis.
Christliche Apologete, Cincinnati.
Sandeudet, Chicago.
Sunday School Journal, Cincinnati.
Haus und Herd, Cincinnati.

As advertising mediums they are unexcelled and will surely bring abundant returns to those who use their columns to tell our hosts of subscribers of their wares and enterprises.

A good article sold to a church member becomes the best possible advertisement, owing to the society element in the churches, each church being a family, so to speak, and if one member is pleased with your goods the others soon hear about them.

These papers are the only mediums through which can be reached a large and influential class of readers. An advertisement appearing in all the other religious papers in the West would not reach five per cent. of the readers of our publications. They are the official organs of the Church.

CRANSTON & STOWE, Publishers.
A. E. DUNN, Manager, 57 Washington St., Chicago.

THE WIDE AWAKE AGENT.

Finest, liveliest, and pluckiest agents paper printed. C a sample. CANAJOHARIE, N. Y.

Electrotypes of Christmas Scenes and Subjects. Proofs sent on application. THE PRESS ENGRAVING CO., 88 and 90 Centre St., N. Y.

5000—TO ADVERTISERS.—Well-to-do young men and women read **The Cycler**, an illustrated monthly magazine; advertising rates less than four cents per agate line per page. For advertising rates address THE CYCLER, Stamford, Conn., or GEO. P. ROWELL & CO., 10 Spruce St., New York, N. Y.

THE NEW YORK PRESS: Daily, Weekly and Sunday: The PRESS was first published December 1, 1837. Circulation February 1, 1888, 26,350. Circulation June 1, 45,044. Circulation August 1, 66,482. Circulation September 1, 76,480. Circulation October 1, 90,970. Circulation October 27, 100,064. Circulation November 7, 254,846. Advertisers should observe and use the New York PRESS.

SAN FRANCISCO CHRONICLE.—The Circulation of the CHRONICLE is bona fide, and is equal to that of all the other San Francisco Morning Papers Combined. The CHRONICLE is the **Best Paper in which to Advertise Your Wants.**

ADVERTISING CUSTOMERS of Geo. P. Rowell & Co's Newspaper Advertising Bureau to the amount of Fifty Dollars, are entitled to receive a complimentary copy of the American Newspaper Directory.

"*Latest Edition*—
ADVERTISERS'—
*—IN ITS—***GAZETTE.**
= 200 pages, CONTAINS =
VALUABLE *Information*
Suggestions
Lists, Prices, Etc.,
For American Advertisers
By mail to any
= address upon receipt
= of ONE DIME.
Write to—
R. L. WATKINS, NEWSPAPER ADVERTISING
BUREAU, PROSPECT, OHIO.

TO ADVERTISERS:—"PRINTERS' INK" is the appropriate title of a semi-monthly class journal designed for the use and information of newspaper advertisers. The objects of "PRINTERS' INK" are: To expound the principles of the art of advertising; to instruct the uninitiated in the remunerative employment of printers' ink; to offer to practical newspaper advertisers such suggestions as are deemed advisable; and to present in each issue items of current or lasting interest to newspaper advertisers, as a class. In each number of "PRINTERS' INK," topics of current interest to the advertising and newspaper classes are intelligently, impartially and instructively discussed, in a series of editorial paragraphs, with occasional pertinent selections from the exchanges and other sources. Matters of primary importance or interest are treated more at large. Special correspondence from the principal advertising and publishing centres; business items relating to general advertisers; notes and queries, and interesting personal intelligence, constitute regular departments of the paper. Persons accustomed to resort to newspaper advertising as a means of enlarging their business, will find "PRINTERS' INK" an entertaining and instructive organ of their interests. Patrons of GEO. P. ROWELL & Co's Newspaper Advertising Bureau are entitled to a year's subscription FREE.

Subscription Price, ONE DOLLAR a Year.
Sample Copies, FIVE CENTS. Address
GEO. P. ROWELL & CO., Publishers,
10 SPRUCE ST., NEW YORK.

TO PUBLISHERS:—"PRINTERS' INK" is a journal intended to remind and inform the business public of the advantages of Newspaper Advertising. Its influence in this direction is enhanced by the frequency of its issue—a fresh number appearing at the beginning and in the middle of each month. The size, form, arrangement, typography, paper and press-work of "PRINTERS' INK" are each and all such as to ingratiate it with the special classes for which it is designed. The contents, in matter and style, are equally attractive. To newspaper publishers "PRINTERS' INK" is especially valuable, as a source wherefrom to obtain pertinent selections relative to newspaper advertising. The numerous reprints from "PRINTERS' INK" that have appeared in the columns of contemporaries are ample evidence that this fact is appreciated by newspaper publishers; and it is equally evident that the pertinence or other inherent qualities of the articles in question were not without their influence upon the minds of their readers. The publishers, GEO. P. ROWELL & Co., have placed their entire list of general advertising patrons upon the subscription books of "PRINTERS' INK," thus insuring it a wide circulation among the best possible class of readers. Newspaper publishers desiring to enlarge their "foreign" advertising, by presenting the claims of their journal find "PRINTERS' INK" a most valuable advertising medium.

Subscription Price, ONE DOLLAR a Year.
Sample Copies, FIVE CENTS. Address
GEO. P. ROWELL & CO., Publishers,
10 SPRUCE ST., NEW YORK.

NEARLY 40% REDUCTION

In the line prices of the Atlantic Coast Lists.
1,300 Local Country Weeklies—Weekly Circulation **\$50,000.** Half a Cent a Line a Paper.

NEW YORK NEWSPAPER UNION,
135 LEONARD STREET, N. Y.

New England Newspapers.

For a check for \$135 we will insert a one-inch advertisement one month in our New England Select Local List, consisting of 26 Dailies and 123 Weeklies. Orders are sent to one-half the papers on the 1st of every month and the remainder on the 15th. Catalogue of papers sent on application. Proof of advertisement submitted before sending out, if desired. GEO. P. ROWELL & CO., Newspaper Advertising Bureau, 10 Spruce Street, New York.

Middle States Newspapers.

For a check for \$150 we will insert a one-inch advertisement one month in our Middle States Select Local List, consisting of 65 Dailies and 173 Weeklies. Orders are sent to one-half the papers the 1st Week and the remainder the 3d Week in each month. Catalogue of papers sent on application. Proof of advertisement submitted before sending out, if desired. GEO. P. ROWELL & CO., Newspaper Advertising Bureau, 10 Spruce St., New York.

Southern Newspapers.

For a check for \$135 we will insert a one-inch advertisement one month in our Southern Select Local List, consisting of 40 Dailies and 87 Weeklies. Orders are sent to one-half the papers on the 15th of every month and the remainder on the 27th. Catalogue of papers sent on application. Proof of advertisement submitted before sending out, if desired. GEO. P. ROWELL & CO., Newspaper Advertising Bureau, 10 Spruce St., N. Y.

Western Newspapers.

For a check for \$275 we will insert a one-inch advertisement one month in our Western Select Local List, consisting of 112 Dailies and 241 Weeklies. Orders are sent to one-half the papers the 1st Week and the remainder the 3d Week in each month. Catalogue of papers sent on application. Proof of advertisement submitted before sending out, if desired. GEO. P. ROWELL & CO., Newspaper Advertising Bureau, 10 Spruce St., New York.

Canada Newspapers.

For a check for \$50 we will insert a one-inch advertisement one month in our Canadian Select Local List, consisting of 15 Dailies and 47 Weeklies. Orders are sent to one-half the papers the 15th of every month and the remainder on the 25th. Catalogue of papers sent on application. Proof of advertisement submitted before sending out, if desired. GEO. P. ROWELL & CO., Newspaper Advertising Bureau, 10 Spruce St., New York.

A LIST of 1,000 NEWSPAPERS Divided into States and Sections will be sent on application—FREE. To those who want their advertising to pay, we can offer no better medium for thorough and effective work than the various sections of our Select Local List. Address GEO. P. ROWELL & CO., Newspaper Advertising Bureau, 10 Spruce St., New York.

A TLANTA CONSTITUTION—The Weekly edition of the ATLANTA CONSTITUTION is 123,000 copies. It is the largest issue of any newspaper published in the South. Advertising rates 50 cents a line. Address CONSTITUTION, Atlanta, Ga., or J. J. FLYNN, 23 Park Row, New York.

WE HAVE JUST ISSUED A NEW edition of our Book called "Newspaper Advertising." It has 256 pages, and among its contents may be named the following Lists and Catalogues of Newspapers:—

DAILY NEWSPAPERS IN NEW YORK CITY, with their Advertising Rates.

DAILY NEWSPAPERS IN CITIES having more than 150,000 population, omitting all but the best.

DAILY NEWSPAPERS IN CITIES having more than 20,000 population, omitting all but the best.

A SMALL LIST OF NEWSPAPERS in which to advertise every section of the country: being a choice selection made up with great care, guided by long experience.

ONE NEWSPAPER IN A STATE. The best one for an advertiser to use if he will use but one.

BARGAINS IN ADVERTISING in Daily Newspapers in many principal cities and towns, a List which offers peculiar inducements to some advertisers.

LARGEST CIRCULATIONS. A complete list of all American papers issuing regularly more than 25,000 copies.

THE BEST LIST OF LOCAL NEWSPAPERS, covering every town of over 5,000 population and every important county seat.

SELECT LIST OF LOCAL NEWSPAPERS, in which advertisements are inserted at half price.

5,472 VILLAGE NEWSPAPERS, in which advertisements are inserted for \$42.15 a line and appear in the whole lot—one-half of all the American Weeklies.

Book sent to any address for **Thirty Cents.** Address **GEO. P. ROWELL & Co., New York.**



FOR A CHECK FOR \$20 WE WILL print a ten-line advertisement in One Million issues of leading American Newspapers and complete the work within ten days. This is at the rate of only one-fifth of a cent a line, for 1,000 Circulation! The advertisement will appear in but a single issue of any paper, and consequently will be placed before One Million different newspaper purchasers; or **FIVE MILLION READERS**, if it is true, as is sometimes stated, that every newspaper is looked at by five persons on an average. Ten lines will accommodate about 75 words. Address with copy of Advertisement and check, or send 30 cents for Book of 256 pages.

GEO. P. ROWELL & CO.,
10 Spruce St., New York.

FOR THOSE ADVERTISERS WHO have a credit so well established as to make them safe customers, we secure the most important advantages. We can devote our energies to securing for them what is wanted and what ought to be had; without constantly contemplating a possible loss liable to sweep away, not only all commissions earned, but in addition, leave us responsible for heavy obligations to publishers. We seek the patronage of responsible advertisers who will pay when the work is done! and of experienced advertisers who will know when they are faithfully and intelligently served! Address, **GEO. P. ROWELL & Co., Newspaper Advertising Bureau, 10 Spruce St., New York.**

GEO. P. ROWELL & CO'S BEST LIST of Local Newspapers.—Every paper named on this list is selected because either its daily or weekly edition is the best or most widely circulated or most influential, published at an important county seat, or in a place having more than 5,000 population. **The newspaper in each place that gives the advertiser the most for his money.** The List covers every State, Territory, District and Province of the United States and Canada, and represents **EVERY county seat having a population greater than 3,000, and EVERY PLACE having a population greater than 5,000, one paper in a place, Daily or Weekly, or Daily and Weekly**, where there is a paper having a circulation exceeding one thousand copies weekly, as rated in the American Newspaper Directory for 1888; and with the exception of such suburban towns as are better covered by the papers named in the neighboring city. Send 30 cents for pamphlet.

GEO. P. ROWELL & CO.,
Newspaper Advertising Bureau,
10 Spruce St., New York.

AMERICAN NEWSPAPER DIRECTORY for 1888. Twentieth Annual Volume: 1456 pages. This work is the source of information on statistics of newspapers in the United States and Canada. Advertisers, advertising agents, editors, politicians, the department of the government, rely upon its statement as recognized authority. It gives a brief description of each place in which newspapers are published, stating name of County, population of place, etc. It gives the names of all the newspapers, politics, religion, class or characteristic, days of issue, editors and publishers' name, size of paper, subscription price, date of establishment and the circulation. It gives the names of all papers: in which County. Price \$5. Sent to any address by **GEO. P. ROWELL & CO., Publishers,** 10 Spruce St., New York.

SEND THE CASH AND SAY what is wanted.—A small expenditure in advertising in a judicious selection of newspapers is often contemplated by persons who have not a clear idea as to what publications should be taken or the cost; they consequently find a difficulty in carrying out the plan without having the cost exceed the amount contemplated. Such persons do well to send the copy of the advertisement and a check for the amount of money to be used, to **Geo. P. Rowell & Co.'s Newspaper Advertising Bureau, 10 Spruce St., New York,** and leave the selection of papers and the number of insertions in each to be determined by their experience and judgment. In that way the advertiser gets the best service possible for the money he expends, and the work is promptly done—no time being lost in correspondence.

LOW RATE AND EASY TERMS OF PAYMENT!—We will insert an advertisement occupying a full inch of space, 14 agate lines, one week, in six thousand, **ACTUALLY SIX THOUSAND Country Weeklies, for \$500.** From responsible parties a three months' note, with the order, will be accepted in payment. (Only one electrotype required.) Try the experiment. Address **GEO. P. ROWELL & CO'S Newspaper Advertising Bureau, 10 Spruce St., New York.**

A WHITER OF ADVERTISING MATTER.
Address **W. R. BARBER,**
New York Post Office.

Very few advertisers realize the fact that people in country towns have few facilities for purchasing their goods. For this reason, as a general rule, they resort to the advertising columns of their local paper, thereby making it what the daily paper of a large city is to its readers—their shopping guide; consequently, advertisers who are looking for this trade cannot find better mediums than the papers in these lists.

THE Chicago Newspaper Union Lists

COMPRISE

THE CHICAGO NEWSPAPER UNION LIST

346 Papers. \$2.50 per Line.

THE SIOUX CITY NEWSPAPER UNION LIST

196 Papers. \$1.50 per Line.

THE FORT WAYNE NEWSPAPER UNION LIST

143 Papers. \$1.00 per Line.

THE STANDARD NEWSPAPER UNION LIST

100 Papers. 75c. per Line.

THE INDIANA NEWSPAPER UNION LIST

92 Papers. 75c. per Line.

THE MILWAUKEE NEWSPAPER UNION LIST

88 Papers. 75c. per Line.

THE WISCONSIN PUBLISHERS' UNION

83 Papers. 75c. per Line.

CLASSIFIED BY STATES.

For the benefit of those interested we append herewith a table showing the number issued in each State:

OHIO, - - - -	66	MISSOURI, - - - -	15
INDIANA, - - - -	153	NEBRASKA, - - - -	43
MICHIGAN, - - - -	121	DAKOTA, - - - -	86
WISCONSIN, - - - -	170	MINNESOTA, - - - -	14
ILLINOIS, - - - -	209	OTHER STATES AND TER-	
IOWA, - - - -	152	RITORIES, - - - -	19
TOTAL, - - - -		1,048	

For catalogue and information in detail, address,

THE CHICAGO NEWSPAPER UNION,

10 Spruce St., New York,

271 Franklin St., Chicago,

OR ANY RESPONSIBLE ADVERTISING AGENCY.

TO SMALL ADVERTISERS.—A small expenditure in advertising in a judicious selection of newspapers is often contemplated by persons who have not a clear idea as to what publications should be taken or the cost; they consequently find a difficulty in carrying out the plan without having the cost exceed the amount contemplated. Such persons do well to send the copy of the advertisement and a check for the amount of money to be used, to GEO. P. ROWELL & Co.'s Newspaper Advertising Bureau, 10 Spruce St., New York, and leave the selection of papers and the number of insertions in each to be determined by their experience and judgment. In that way the advertiser gets the best service possible for the money he expends, and the work is promptly done—no time being lost in correspondence.

Sample Orders which Exhibit the Varying Wants of Different Advertisers.

We send you ten dollars, a small sum to you, yet in your management it may prove a very important ten dollars to us. Please aim for results. Consider the class of persons we want to reach considering the import of our advertisement. Please consider the chances of reaching a good class of customers in our line through Ohio papers in view of the impression made by the display of our grand Kansas products at Columbus. We have good land and a very large territory. If we can get a start will continue to advertise largely with you.

SAN FRANCISCO, CAL., October 20, 1888.

We have instructed Theo. Hermann, 97 Water street, your city, to pay you about the sum of \$65, due us from him. Upon receipt of same please place the inclosed advertisement for the amount received in papers where you think the best results can be had and report the same to us. We expect to do more advertising with this same advertisement later on and wish you to put this out as soon as you can.

CHATTANOOGA, TENN.

We inclose you herewith money order for Thirty Dollars (\$30.00), which we wish you to use to the best advantage in placing the inclosed advertisement, the money to be used as follows: \$25 to be invested in those papers in Ohio, Indiana and Michigan which you think will do us the most good, and the remaining \$5 we wish you to have used with the *Chicago Weekly Inter-Ocean*, *Louisville Weekly Courier-Journal* and the *Boston Weekly Globe*, or if you can do better with some other papers in these cities or States all right; it will be perfectly satisfactory to us.

LEAVENWORTH, KANSAS.

I inclose a draft for \$500 and copy of an advertisement which I wish you to handle east of the Missouri River to the best advantage possible. I leave the details entirely to your judgment, and promise the profits (if any) will be placed in your hands for further advertising.

HARPER, KANSAS, April 21, 1888.

Enclosed find copy for advertisement and \$50 to pay for same, to be expended as your judgment directs, in thirty days.

NEWPORT, R. I.

Enclosed please find check for \$10.00 which our Women's Auxiliary Conference have voted to spend in advertising in some New England newspaper. The majority prefer the *Springfield Republican*, but as our aim is to reach people in places where there are no Unitarian churches, it may be better to choose some other paper which we leave to your judgment. We want to advertise once a month in a weekly paper, and must have at least six insertions. The notice which you put for us a year and a half ago, in the *Atlanta Constitution* was in that way. Rev. George L. Cheney of Atlanta, said that he thought you made better terms for us than he did for an advertisement to the same effect, which he put in the same paper, making his terms with the publishers. Will you kindly send me a receipt for the money at your earliest convenience. I trust to your honor and judgment in this little matter which to us is very important.

NORFOLK, NEB.

I inclose my check for \$10 in payment for the following advertisement, viz: "12 Sections Good Valley Land at \$4.25 cash. Will sell on time for \$8 and \$10 to settlers."

"NORFOLK STATE BANK, NORFOLK, NEB."

If I hear from this advertisement I may try more.

BRIDGEPORT, CONN., April 13, 1888.

Place the advertisement in the religious papers as you see fit, and I too think the better way would be to place in different papers, one time, instead of one month as I previously wrote.

BRIDGEPORT, CONN., June 16, 1888.

Insert in the religious papers to the amount of \$100 as you see fit, after taking in consideration that you placed the same amount in same class of papers last month.

SANDUSKY, OHIO.

I inclose draft for \$30; please give me the best selection for the money, and do so as quickly as possible, as I am anxious to do a great deal more advertising before Christmas. Please select such papers as are beneficial to the card trade.

Advertisers should address orders (with check) to GEO. P. ROWELL & Co., Newspaper Advertising Bureau, 10 Spruce St., New York.

\$5,000. One of the most successful Advertisers we ever had always ordered his advertisements in this way, "Get the best service you can for me for \$5,000." He left every detail to us. We were thus enabled to say to a Publisher, if you put this in at a large reduction from your rate it will be no criterion for further transactions. It was a surprise to find ourselves so often able to contract for the insertion of that particular advertisement at half rates, in papers which would not permit us to OFFER their columns at a penny's deviation from their printed schedule. The advertising rates of one New York paper are double those of another which has twice the circulation of the first. Similar discrepancies are not uncommon. The advertisement intrusted to us to be placed in accordance with our judgment often does double service for half the money. A dollar for twenty-five cents.

There is no more expensive luxury for an advertiser to indulge in than to tie his agents' hands by getting him to tell in advance exactly what he will do. It can be done, but it is not worth the cost.

Advertisers see the Point.

TACOMA, Washington Territory.

Messrs. GEO. P. ROWELL & Co.:

We authorize you to expend the sum of about \$1,000 to \$1,100 in advertising for us in New York papers. We leave the disposition of the same entirely to you, trusting you will give the matter your careful consideration and that with your large experience you are more likely to place it where it will pay us. Our future advertising East depends largely upon the benefits and encouragement we derive from this expenditure.

BUFFALO, N. Y.

Messrs. GEO. P. ROWELL & Co.:

You can insert the inclosed advertisement to extent of One Thousand Dollars for us at once, or as soon as practicable, to appear simultaneously in such papers or periodicals as you may select. You must bear in mind, however, that papers circulating among a thoughtful reading housekeeping people is what we want; say, the *Century*, *Harper's*, *Chautauqua*, *Cosmopolitan*, *Good Housekeeping*, etc. You must judge of the value of each publication, and all we ask is for you to give us as good an advertisement as possible for the money.

CATLETT, Va.

Messrs. GEO. P. ROWELL & Co.:

I wish to put out advertisements in Louisiana, Alabama, and Georgia to the amount of \$100 for about three months and I herewith send my check for \$100. These advertisements should be in only first-class papers and papers that ladies read, such as religious or household, as they answer more promptly my advertisement than the male readers. I leave this venture to you and will see if you can do better for me than I did on papers I picked out.

BOSTON, MASS., September 10, 1888.

Messrs. GEO. P. ROWELL & Co.:

We are going to take your suggestion and try an experiment with you.

We will give you \$3,000 (three thousand dollars) for one insertion of enclosed seven-inch four column advertisement in a list of papers of your own choosing, you to be governed in your choice by the preferences expressed below:

1st. We want no papers west of Rocky Mountains.

2d. We want no patent insides.

3d. We ask you to avoid all juvenile publications and all papers whose character is such that they are likely to be read chiefly by women.

4th. If you think it wise we should very much prefer to have no papers on the list which do not circulate at least ten thousand copies each issue.

5th. On general principles we would like to go as much as possible into papers we have not used largely.

6th. Avoid all New England papers excepting those which have a general circulation over the country.

7th. We are particularly desirous of having insertions made at once as the season is now just right and if there is much delay it will be late.

GEO. P. ROWELL & Co.,

Newspaper Advertising Bureau,

10 Spruce St., New York.



Publishers of the American Newspaper Directory: Issued Annually: Price \$5.00

Publishers of PRINTERS' INK: a Class Journal for Advertisers: One Dollar a Year.

Advertisements Received for American Newspapers. Complete Files Kept Three Months for Examination by Advertisers.

Cable Address "Tenspruce."

Telephone Call "Nassau 220."

A Contract for Advertising.--First Step: The Inquiry.

BOSTON, MASS., October 8, 1888.

Messrs. GEO. P. ROWELL & CO.:

Please suggest a plan for the insertion of a 4-inch double column (8 inch total) advertisement 4 times in papers circulating entirely west of the 96th meridian of West Longitude (Greenwich). To cost about \$3,000.

Respectfully yours,

Second Step: The Agent's Advice.

NEW YORK, October 9, 1888.

Messrs. _____:

The region west of the 96th meridian, Greenwich, seems to include Manitoba, Dakota, Nebraska, Kansas, Indian Territory, Texas and all States west.

A considerable number of high-priced papers would be omitted by excluding Omaha, some large towns in Eastern Kansas and Eastern Texas, notably the Galveston *News*, all of which are east of the 96th meridian.

The papers in California and Oregon are as you know, numerous and some of them are expensive.

If you would expend \$3,000 in the territory you have specified, we think we could give you 25 per cent. better service if you leave the whole matter with us: to place the advertising as we see fit and render you a statement of what we have done AFTER it has been done.

In some rare cases we should wish to insert the advertisement no more than once and in some others it would seem best to put it in more than 4 times.

To tell you in advance just exactly what advertising we should secure would not be as difficult as it would for a man whom you might employ to go fishing to tell you in the morning what fish he would bring you at night in payment for his wages; but it would to some extent tie our hands and reduce our power to get best service for the money.

Please read marked paragraphs on this subject in inclosed circular.

GEO. P. ROWELL & CO.

The Argument of the Circular.

The advertiser who sends his advertisements asking for the best service possible for one hundred dollars (or any other sum) will often get from five to fifty per cent. more service for his money than he would had he required to be told in advance exactly what service could be promised him; for when an estimate has been given its plan and specifications must, in a general way at least, control the advertising to be done. It ties the agent's hands and prevents his giving his patron's TO-DAY a better service than he could have promised yesterday, because yesterday the opportunity had not presented itself; to-morrow it may have passed. Some publications are used most economically on contracts for a single issue; in others insertion for a month may be had as cheaply as for a single issue; in others (dailies) insertion for a month may be had as cheaply as for a single week; but in furnishing an estimate in advance, if the agent attempts to go into all of these details, his correspondence becomes voluminous and the advertiser confused.

The Advertiser sees the Point.

BOSTON, MASS., October 11, 1888.

MESSRS. GEO. P. ROWELL & CO. are authorized to spend \$3,000 in advertising our shoes, using an electrotype four inches deep and two columns wide, in papers of their selection west of the 96th meridian of West Longitude, omitting Manitoba, Omaha, Kansas, Texas and San Francisco and all co-operative lists and not to include any towns in which they are now advertising for us.



Publishers of the American Newspaper Directory: Issued Annually: Price \$5.00

Publishers of PRINTERS' INK: a Class Journal for Advertisers: One Dollar a Year

Advertisements Received for American Newspapers. Complete Files Kept Three Months for Examination by Advertisers.

Cable Address "Tenspruce."

Telephone Call "Nassau 220."

ALLEN'S LISTS.

FACT.

The periodicals of Allen's Lists reach the homes of the better classes of the masses, by mail; they are wanted, are subscribed for, are paid for, and are thought much of.

FACT.

Gilt-edged monthlies always give general advertisers larger returns, in proportion to the investment, than can be secured from other mediums; the shrewdest and most successful advertisers stay in them all the time.

FACT.

Each month I guarantee to print and circulate over **800,000** copies. For such monthlies as mine the borrowing demand is great, and each month doubtless exceeds **200,000** copies. Total number of families reached each month by the periodicals of Allen's Lists. over **1,000,000**.

Affidavit of Circulation of all issues furnished each Advertiser monthly

FACT.

Allen's Lists guarantee, and prove up over 800,000 circulation every month. In this connection it will be well to remember, that as a rule, 100,000 PROVED CIRCULATION IS WORTH MORE THAN 500,000 claimed.

FACT.

I wish to notify my friends that probably there will be no room in the Winter and Spring issues of 1889, for those who delay until the last moment; that proved to be the case in 1888. Several columns of ads have just been crowded from my December Numbers for lack of space. The pressure will continue for the Winter and Spring months.

FACT.

I base my entire claim to the grand advertising patronage which I receive, on RESULTS TO THE ADVERTISER.

FACT.

Many advertisers lose the money made from worthy mediums, through patronizing worthless ones. Shrewd advertisers select their advertising mediums with the greatest care, knowing that failure will result if the selection is not judicious.

FACT.

Millions of dollars are thrown away every year on worthless advertising mediums. Shrewd advertisers know, that as a rule, 100,000 circulation proved is worth more than 500,000 claimed.

FACT.

Every advertiser who receives returns by mail, would profit by including in his address a separate post-office box or street number for every medium in which he advertised; this would teach that three-fourths of even very carefully selected advertising mediums are worse than worthless, and that one-fourth have to carry the whole. Many advertisers who now find it difficult to make a profit, can make **Big Money**, if they will sort out the wheat from the chaff. Allen's Lists court the system indicated above, and for actual tests the proprietor **will back them for big money against the world, or field.**

FACT.

The periodicals of Allen's Lists are carefully edited, and have a large galaxy of able contributors; they are highly esteemed by the better classes of the masses, are preserved in their homes and loaned to their neighbors. At our rates, such circulation always pays its advertising patrons. Allens Lists pay, in season and out of season, and in numerous cases have been known to give a handsome profit from ads, so weak, that dead failures resulted from other mediums that are regarded as gilt-edged, and that really are gilt-edged. Allen's Lists out-pull them all; that is the general verdict.

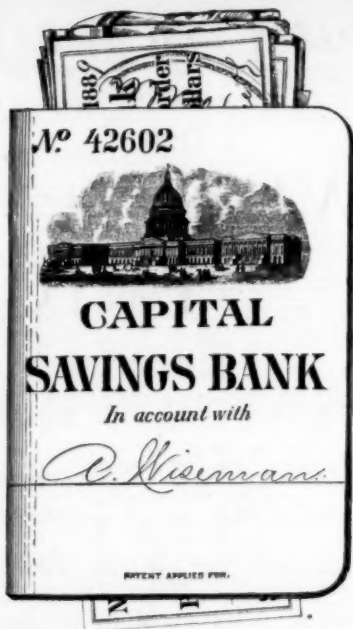
E. C. ALLEN,
Augusta, Me.

LOWEST PRICES!

WE try to conduct the business of our Newspaper Advertising Bureau in such a manner that every publisher shall be glad to receive our orders for advertising, at the lowest price which he is willing to accept from any one; and at the same time be willing to allow our patrons every concession which can under any circumstances be permitted in the matter of choice position or editorial mention.

GEO. P. ROWELL & CO.,

10 SPRUCE ST., NEW YORK.



“A TAKING THING.”

**THE LATEST AND MOST ATTRACTIVE
ADVERTISING NOVELTY OUT.**

Fac-simile of “BANKBOOK” showing bills and checks ready to be deposited in the “SAVINGS BANK.” Will attract attention to your advertisement, which can be artistically displayed on the inside pages.

*Lithographed and printed in Colors, in two sizes,
6¼ x 3½ and 4¼ x 7¾ inches.*

SPECIAL DISCOUNT TO THE TRADE.

FOR PRICES AND SAMPLES, ADDRESS

STECHER LITHOGRAPHIC CO.,

ROCHESTER, N. Y.

Many other Advertising Novelties in stock.

1889. HAPPY NEW YEAR! 1889.

Three Million Six Hundred and Fifty Thousand Circulation!

SOMETHING SUBSTANTIAL!

3,650,000 Copies for \$13.00!

Per Agate Line, or \$182.00 per Inch for 13 Weeks.

The American Rural Home,

OF ROCHESTER, N. Y., AND CHICAGO, ILL.

A. FRANK RICHARDSON, - - Manager,

Will circulate during the following thirteen weeks—each edition—as follows :

JANUARY 5th, 1889, -	300,000	FEBRUARY 23d, 1889,	300,000
JANUARY 12th, - -	300,000	MARCH 2d, - - -	250,000
JANUARY 19th, - -	300,000	MARCH 9th, - - -	250,000
JANUARY 26th, - -	300,000	MARCH 16th, - - -	250,000
FEBRUARY 2d, - - -	300,000	MARCH 23d, - - -	250,000
FEBRUARY 9th - - -	300,000	MARCH 30th, - - -	250,000
FEBRUARY 16th, - -	300,000		
TOTAL, - - - -	3,650,000		

These immense weekly editions include the regular paid subscription list of over 150,000 copies, and the extra copies (for which we make no charge), will be mailed, post paid, to a select list of names, all different each week, no duplicates, in the Eastern, Middle, Western, Northwestern, and Pacific Coast States and Territories, collated solely with a view of securing them as new subscribers.

Conceded by numerous patrons the best paying advertising medium in the United States. Papers of largest bona fide known circulation always bring the best returns for the money invested. AMERICAN RURAL HOME readers are buyers, and have means for gratifying any moderate want.

Advertising Rates : { DISPLAY, \$1.00 per Agate line each insertion.
READING NOTICE, \$1.50

**The American Rural Home is Represented by
all Responsible Advertising Agents.**

For discounts, which are liberal, address

**GEO. P. ROWELL & CO., Advertising Bureau,
10 Spruce Street, N. Y.**

Miscellanies.

A country editor closes his financial review with the remark, "money is close, but not quite close enough to reach."—*Ex.*

Tom—Why, is it possible that that is Smith coming toward us! How changed he is. Has he taken to drink?

Dick—No; he's taken to literature for a living.—*Yankee Blade.*

An editor of an Iowa paper being asked, "Do hogs pay?" says that a good many do not; that they take the paper for several years and then have the postmaster send it back marked "refused," "gone West," etc.—*Ex.*

"No, young man," said the jeweler. "I'm sorry, but I can't give you an advertisement. You see, I'm troubled with heart disease, and my physician has ordered me to stop advertising, so that I may enjoy absolute rest and quiet."—*Jewelers' Weekly.*

"Ah, Lionel, that poem is beautiful!"

"Yes, Agatha, it is the crowning effort of my life."

"And, Lionel—my Lionel!—it will bring you fame, eternal fame, will it not?"

"Yes, Agatha—and perhaps \$2."—*Ex.*

"Here's an article headed 'Marvelous Escape of a Distinguished Citizen from a Horrible Death,'" said the dutiful daughter, who was reading the morning paper to her invalid father. "The friends of Mr. J. Alpheus Bramble were shocked on learning a few mornings ago that——"

"Jane," interrupted the irritable parent, "before you read any more of that you will oblige me if you'll look about half way down to the bottom of the article and see whose patent medicine it's advertising."—*Chicago Tribune.*

Editor (to assistant):—This poem on love should be illustrated with a picture of a sentimental and somewhat gushing style of man. See what we've got among the single column wood cuts.

Assistant—We haven't a single column except that of Whitelaw Reid. I don't suppose we could use that.

Editor—Couldn't! Why, it's just the thing we want."—*Epoch.*

"DEAR MR. EDITOR—Please read the inclosed poem carefully, and return it to me, with your candid criticism as soon as possible, as I have other irons in the fire."

"Dear Mr. Smith—Remove the irons and insert the poem."—*Journalist.*

Country Editor (to reporter)—Mr. Graduate, in this article you say that after the speeches were over the entire company adjourned to the large dining-room, where four tables fairly groaned under their weight of all the delicacies of the season. That's all right; but you also refer to the collation being partaken of? Now, young man, this paper is still in its infancy; it is tottering on one leg only—the left leg—and it may be months before the right leg can touch bottom. A paper that on Friday night can't see its way to pay its printers Saturday morning has no business to make any such expensive selection of English as all that."—*Epoch.*

"Papa, how do you nail a campaign lie?"

"With the hammer of truth, my son. Don't bother me." And the editor smiled sardonically and resumed work on the leading article in which he was pulverizing a loathsome contemporary.

"What do you nail it to, papa?"

"To—to the bulletin of public execration. Can't you run out and play, Johnny?" Johnny was silenced for a few moments.

"Papa, what sort of a nail do you use?"

"The nail of——! Don't you see I'm busy?"

"Doesn't the nail sometimes bend, papa?" inquired Johnny, after a thoughtful pause.

"For heaven's sake, Johnny shut up!" Silence again reigned. The editor paused a moment to give his beastly contemporary the finishing stroke in terms at once dignified and polished, yet bitterly sarcastic and crushing, and the work required some thought.

"Papa, what do you do when the hammer misses the nail and mashes your thumb, kerchunk?" [Exit Johnny, accompanied by a shower of ink-stands, paste cups, paper weights, and language wholly unsuitable for publication.]—*Orange Judd Farmer.*